

TEN OR FIFTEEN YEARS OF LIFE—

Will you add them or subtract them?

Because they are not combatted, "old-age diseases" kill off thousands of young men and women every year

Science now discloses one important basic cause of this early loss of life

A FAMOUS doctor has kept tissue cells of animals alive outside the body for long periods of time. These cells have been kept clean of poisonous matter and properly nourished. It would seem as if their life and growth could thus be maintained indefinitely.

If we could keep our human bodies clean of the poisons which accumulate in them daily and give them the full benefit of proper diet we also ought to live forever. That is an attractive theory.

But it is a known fact that we can add to our span of life or subtract from it. Many men and women choose to subtract.

Under forty—yet dying of old-age diseases

Each year 410,000 people in this country die from old-age diseases. Of these 60,000 are under forty, and 105,000 between forty and fifty. Faulty eating has lowered their vitality so that they easily get infections which prove fatal—they get diseases coming normally only with old age. It is now known that lack of only one food factor—vitamine—always causes this lowered vitality.

The falling off in health caused by faulty eating may not be noticed at once. There may be only an occasional headache, or sleeplessness. It may be overfatigue, nervousness or loss of appetite to which we pay too little attention. These minor ailments may mean that health is being slowly undermined and that we will pay the penalty in later life.

How are we to be on our guard against these fatal diseases which steal on us so?

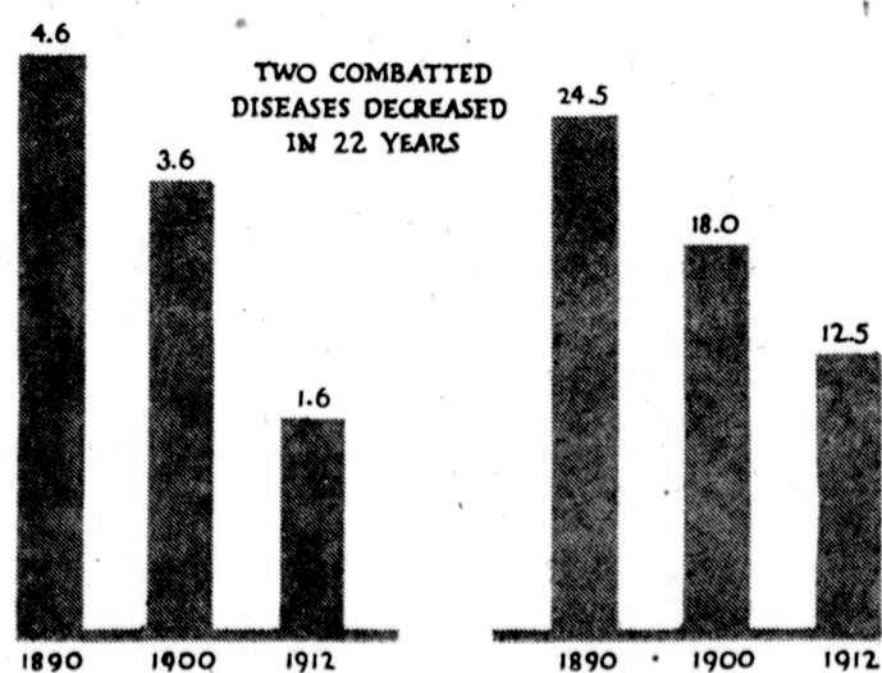
A food which builds up body tissues and helps prevent early ageing

It is only a recent and startling discovery that not only these old-age diseases are often caused by wrong eating, but that many of our daily failures and inefficiencies are really due to faulty diet.

In his latest book, one of America's leading nutrition experts says: "Accidents, damaged products and ruined machinery, as well as physical discomfort and mental suffering, are the price which society is paying for living in such a way as to foster the early degeneration of the body tissues and consequent early loss of youth."

This new knowledge of the relation of diet to health and long life has given profound importance to Fleischmann's Yeast, for yeast is the richest known source of the health-giving water soluble vitamine.

A noted professor and doctor of medicine says that fresh compressed yeast is more or less of a stomach and intestinal antiseptic,



Typhoid fever—percentage of decrease 65.2

Tuberculosis of the lungs—percentage of decrease 48.9

that it increases the action of the intestines, cleans a coated tongue, and stimulates the production of white corpuscles.

Fresh yeast has received general attention from the public since recent scientific tests have proved that fresh yeast stimulates digestion, builds up the body tissues and keeps the body more resistant to disease. These original tests were all made with Fleischmann's Yeast. Beware of untested yeast-vitamine preparations that contain drugs or other mixtures. Fleischmann's Yeast (fresh) is a pure food, rich in vitamins, in which it measures up to the high standards set by laboratories and hospitals. The familiar tin-foil package with the yellow label is the only form in which Fleischmann's Yeast for Health is sold.

Eat 2 to 3 cakes of Fleischmann's Yeast a day. Have it on the table at home. Have it at your office and eat it at your desk. Ask for it at noontime at your lunch place. You will like its fresh, distinctive flavor, and the clean wholesome taste it leaves



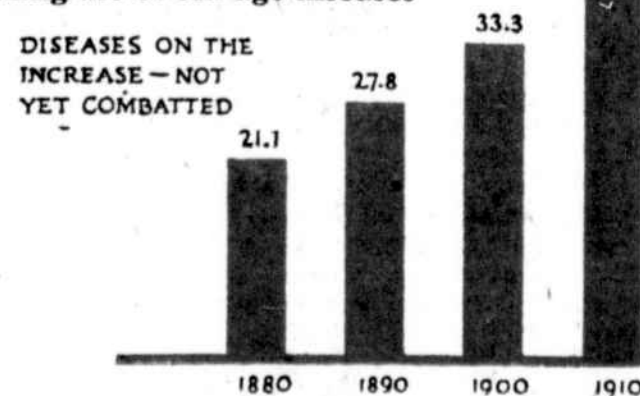
Messages of startling human importance come from the laboratory of the scientist.

in your mouth. Only one precaution: if troubled with gas, dissolve the yeast first in very hot water. This does not affect the efficacy of the yeast. Place a standing order with your grocer for Fleischmann's Yeast and get it fresh daily. Keep it in a cool, dry place until ready to use.

Send 4c in stamps for booklet, "The New Importance of Yeast in Diet." Use coupon below. Address THE FLEISCHMANN COMPANY, Dept. 40GG, 701 Washington Street, New York, N. Y.

An increasing number of men and women still young die of old-age diseases

A famous scientist says: "There can no longer be any doubt that faulty nutrition is one of the most important factors contributing to this condition." As long as we are ignorant of the importance of proper eating these deaths will increase. Percentage of increase shown on this chart—83.4.



What the charts show

The charts show how typhoid fever and tuberculosis of the lungs have been combatted and reduced, and how the diseases so largely due to wrong eating have not been combatted. These diseases are still increasing.

The red chart shows the combined death rate per 10,000 population in the United States registration area for diseases of the heart, blood vessels and kidneys (old-age diseases).

The gray chart shows death rate per 10,000 population United States registration area for typhoid fever and tuberculosis of the lungs.

Both charts are reproduced from Popular Science Monthly, April, 1915.

Seven hundred men and women have recently reported

on why they eat Fleischmann's Yeast for Health. The two big outstanding ailments were run-down condition and constipation. Indigestion was a close third, and skin troubles were fourth.

To correct run-down condition

Many are finding through Fleischmann's Yeast full vigor for the day's duties and pleasures! One enthusiast writes: "Our entire family has at various times suffered from a general run-down condition. At such times we have all taken Fleischmann's Yeast with the most satisfactory results."

To conquer constipation

Of the many spontaneous expressions of satisfaction from users of Fleischmann's Yeast, this is typical: "I have been subject to constipation for the past 15 years. After having tried many remedies with no results I began taking Fleischmann's Yeast three times a day. Within a few months I have been relieved of this trouble, and now feel a vigor and strength unknown to me for years."

To increase appetite and improve digestion

One woman writes: "For months my appetite was poor, my health miserable. After eating regularly 1 cake of Fleischmann's Yeast, before each meal for six days, I began to see a change for the better. Now I am free entirely. My vitality is back to normal. I have a ravenous appetite and every morning I get up full of 'pep' and ambition."

Physicians and hospitals are prescribing Fleischmann's Yeast for impurities of the skin. In one series of tests, 41 out of 42 such cases were improved or cured, in some instances in a remarkably short time.



Mail this coupon with 4c in stamps

The Fleischmann Company
Dept. 40GG,
701 Washington St.,
New York, N. Y.

Please send me "The New Importance of Yeast in Diet."
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